

In the Community

Promotion of social contribution

P16 CSR Policy 6

In its Corporate Vision, the Hitachi Chemical Group includes the statement, “To contribute to society through the development of superior technologies and products.” Recognizing that a company is a member of society, the Group strives to contribute as a responsible corporate citizen to the realization of a truly prosperous society based on the Hitachi Chemical Standards of Corporate Conduct.

We developed the Hitachi Chemical Group Social Contribution Policy in March 2008 to more clearly demonstrate this concept to stakeholders inside and outside the Group and to guide social contribution. We are therefore operating within the framework of this policy and focusing on the twin pillars of protecting the global environment and cultivating human resources who will lead in the next generation in order to engage in a variety of social contribution activities at home and abroad, as well as cultural activities, sports and social welfare efforts.

Hitachi Chemical Group Social Contribution

The Hitachi Chemical Group will contribute to the sustainable development of the Earth and society under its slogan, “Working On Wonders.”

Focusing on local communities closely linked with the company, we actively promote social contribution activities on a global scale, with an emphasis on environmental protection and cultivating human resources who will lead in the next generation.

Basic concept of our Social Contribution Policy



Hitachi Chemical Group’s major social contribution activities

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• Activities for protecting the global environment

Since 2006, the Hitachi Chemical Group has been expanding throughout its Group companies a Green Curtain Project, in which windows and wall surfaces of buildings are covered with twiners, such as bitter melon and sponge cucumber, to curb increasing room temperatures by blocking direct sunlight and by leaf transpiration. This project was started at Namie Hitachi Chemical Co., Ltd. and succeeded in reducing summer electricity consumption by 20% from the previous year. The effort expanded to 25 business sites nationwide by fiscal 2008.

As part of the project, we entered into a partnership in 2007 with a nonprofit organization, the Green Curtain Pep Team (“Midori no Curtain Ouen-dan” in Japanese), and jointly reported on green curtain activities in Japan at the IUCN* Fourth World Conservation Congress in October 2008. We also reported on Hitachi Chemical’s efforts at the Second National Green Curtain Forum held in April 2009, which was supported by the Green Curtain Pep Team, to showcase the activities of various groups that engage in the project.

Furthermore, in the spring of 2008 and 2009, we broadened the reach of the project to elementary schools by distributing bitter melon seedlings and handbooks on how to create green curtains to more than 60 schools in Ibaraki.

* IUCN (International Union for Conservation of Nature and Natural Resources): International organization that undertakes activities for protecting natural resources and the environment



Green Curtain at Namie Hitachi Chemical Co., Ltd.



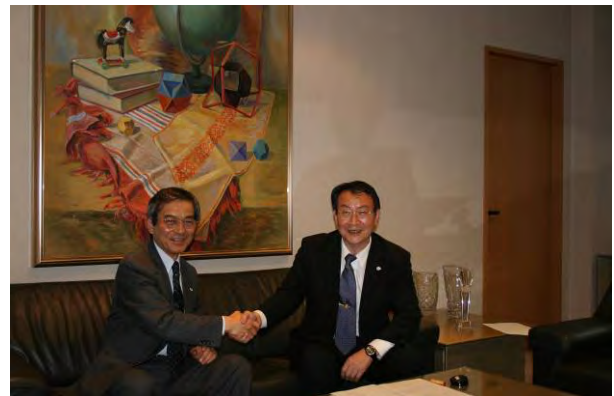
Green Curtain at Fukuroda Elementary School, Daigomachi, Ibaraki

● Cultivating the next generation

Since March 2008, Hitachi Chemical has been supporting the “I-love-Chemistry Club” (“Kagaku Daisuki Club” in Japanese) operated by The Chemical Society of Japan. The club is involved in various activities, including publication of Newsletter and Daisu-Kids as well as holding chemistry experiment events.

In addition to donating funds for activities, Hitachi Chemical is encouraging the children of employees to join the club, helping distribute Newsletter at junior high and high schools near our sites, and assigning our research and engineering employees to help with hands-on chemistry activities and events hosted by the club.

We will continue our active support for efforts to cultivate sensitivity, curiosity and a mindset of scientific inquiry in children.



Signing ceremony with the Chemical Society of Japan. Executive Director Ohta of The Chemical Society of Japan (right) and Executive Officer Hayashida of Hitachi Chemical (left).



Cover design for *Daisu-Kids*

● Support for cultural and sports activities

The Group provides academic support for universities and research institutes, offers scholarships, accepts interns from both domestic and overseas organizations, and contributes to such cultural/sports programs as the New National Theater, the Kyushu Symphony Orchestra and Kashiwa Reysol, a football team.

● Social welfare and disaster relief activities

The Group's social welfare activities include contributions to welfare facilities and participation in various volunteer programs, both at home and abroad.

In 2008, we donated money to support recovery in areas hit by large-scale earthquakes in Japan and overseas, including the Great Sichuan Earthquake in China and the Iwate-Miyagi Inland Earthquake in Japan.

Supporting children around the world by purchasing holiday greeting cards

One of Hitachi Chemical's social contribution efforts since 2007 has been the bulk purchase of holiday greeting cards sold by the Japan Committee for UNICEF (United Nations Children's Fund). This project replaced the previous practice of having each division place separate orders to different companies. Approximately 50% of the purchasing price of these cards is used to fund UNICEF activities that effectively support the future of children in more than 150 countries.



Japan Committee for UNICEF Christmas cards

In 2008, we extended the use of these cards to the Group companies. A total of approximately 3,500 cards were purchased by the Group and approximately ¥350,000 went to fund UNICEF's activities serving children around the world.

Supporting elementary schools in deprived areas in China

Since 2007, Hitachi Chemical (Shanghai) Co., Ltd. (HCSH: China) has been donating money to elementary schools in deprived areas of Sichuan Province and delivering winter clothing to children attending the schools. The initiative began when a family member of a Hitachi Chemical employee assigned to HCSH until 2007 learned about the everyday lives of children in deprived areas via the Internet and began donating clothing. HCSH has continued the effort after the employee's return to Japan.



Elementary school children in Sichuan Province

In 2008, 20,000 yuan (approximately 300,000 yen) was donated in August, and seven cardboard boxes (approximately 200 kilograms) of clothing and miscellaneous goods were delivered to the children in November. The cash donation was used to purchase stationery and to cover the costs of hiring some of the teachers.

Relief money for the Great Sichuan Earthquake in China

The Hitachi Chemical Group donated a total of approximately 7.5 million yen collected from 16 Group companies as relief money to support the victims of the Great Sichuan Earthquake in May 2008 with the hope of helping them recover as quickly as possible.

An additional amount of approximately 3 million yen donated by employees at Group companies in China was also delivered to the afflicted region.